Journal writing is a voyage to the interior.
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Transformation of the New Communication Media within the Frame of Interpersonal Interaction

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Abstract

For almost two decades, the Web has changed the world and revolutionized the way information is stored, published, claimed and consume. Ripple effect is so broad that it not only affects the operations and development of the industry but also already is transferred to politics, medicine, the media and breaks through and over of the geographical location, cultural borders and ultimately, affects the daily lives of people. Social media and social networking have some overlap but they are not really the same thing. Knowing that they are two different marketing, social and media concepts, it can make a difference in the understanding of how my personal and as well business position is going forward. But what makes social media is of particular interest for journalism is hot that has become as influential as a form of communication and a bulletin of the special and extraordinary news. Since from 2010, Google as well as Microsoft are starting integration of the messages from Twitter towards their own search engines, and use a new form of search called as a Real-Time Search. We need to look for answers to the questions: How does social media influence the news? Is Twitter the new media "drain hole" of the future? What is the Twitter effect? What is Twitter Journalism? How the social media and other Web 2.0 technologies such as blogs affect the operations in creating of the news when it comes to reporting on certain events? How does social media have influence on how journalists receive, collect and distribute the news? What this means for the future of the news? Social media and Web 2.0 changing the way news is gathered and reported with the help of such news and about what it means for the future of news. Finally, this paper will try to answer: Does the journalism still mean something and/or anything? Who is the reporter of the future? How will looks like the space for the creation of the news in future? So, what is, in fact, journalism in the age of social media?

Keywords: new media, social networks, social media, journalism, transformation, communication, interpersonal interaction

I. Introduction

It is important to define the difference between social media and social networks, and it is, only and exclusively, exactly within the way of the use. In fact, both are intertwined, but there are at least five differences between them.

By definition:

a) Social media is a way to communicate & transfer and share information with the wider community. Everyone has the ability to create and distribute above mentioned.

b) On the other hand, social networking is the act of engagement, where a group of people with common interests join on online networking sites building a relationship within that community.

By communication style:

a) Social media are more akin to communication channel. This is in principle, the format that is delivering a message. Social media is simply a system that directs, in other words make information widely spread to others.

b) In the case of social networking communication is two-way. Depending on the topic, people gather to join those who have similar experiences and interests. The conversation is the core of social networking and over mentioned people are establishing and developing mutual relations.

By media return investment - ROI:

a) It is difficult to determine *Media return investment* (Eckerling, 2014) from social media. In which way can put the value on the noise and excitement that is generated during the online conversation about your brand, product and/or service? This does not mean that the ROI is on zero, or non-existent, but that means that the tactics which is used for the measurement is different.

b) Social Networking - when it comes to *ROI* - is more obvious. When the overall traffic, or visits, to your web page is on the rise and if you are diligently increase the base of social networking, most likely you help magnify online visitors inside your basis of social networking.

By timely responses:

a) We, of course, cannot automate individual conversations and, if we are not recognized and previously established brand, building of following does not happen overnight. Social media is definitely a marathon and not a fast and short race.

b) Social networking is direct communication between me and the people I am choosing to connect with me, because through that my conversation enriches more, has more meaningfulness and becomes more personal. My network grows exponentially as I meet and being introduced to others online.

Lastly, by asking or expressing:

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a) Big No-No with social media is a distortion or manipulation of the comments like "likes" or other information, for your own good (personal or business). If you ask from friends, family, associates at work just to vote and cast their vote online just as it would be seen, they are not doing any good to anyone and it can quickly become a PR nightmare if news leaked about this unfair practice, isn't it?

b) In the case of social networking, you can tell and inform your associates and friends online about your new business or site & blog and talk to them on how to make that business successful. Conversation which you create can transform many people, with whom you are in contact, into the loyal fans, so it is worth investing the time in mentioned.

Mediamorphosis: Old vs. new media

Consuming of the news today is not the same as in the pre-satellite and / or pre-cable era when people are waiting for their morning paper or gathered at the exact given time in front of the television to watch the evening news. Consuming of the news today is not like in the time of the news before entering the Internet in our lives when people were tuning into the events happening around the world via 24-hour news channels. Recently, a large number of readers, viewers and listeners are going online to get the news. Television, newspapers and radio are still there, but there is also growing competition from online interactive media (Zgrabljić, 2005), continue the story of how not a single new medium did not destroy the old one, but it upgrades, getting the best out from the previous one. We see from the latest information from the company, "We are social," which is registered in England and Wales that we have, almost extremely, rapid development of social networking online.

Brian Solis, author of the book of the new Web, called "Engage" (2010) says that the world of social media matures and, along with it, our knowledge, expertise, achievements, and "*personal and represented brands are also flourishing...*". It will last as long as we do not realize that a new social tools and networks are looking for a brand new commitment and embodiment of what we personified and how we can, in fact, be an authentic resource for people who define communities that are of importance to us. This means that someone can suggest or explore new models of communication and coordination without having to ask permission from anyone. Anyone with a camera or a keyboard is a non-profit and self-publication is the norm (Shirky, 2008).

To clarify even closer and more specifically from my own experience: DIOGEN pro culture magazine is a magazine for art, culture, science and education and successfully exists since 2009 with virtual newsroom and coordination where it has been published 75 different publications online, but also "print on demand", as in the United States, and as well as in Europe (http://www.diogenpro.com). It is registered in the Library of Congress, USA(with the organization of even one Symposium back in 2014) since 27.1.2015 and completely editing of the textual, video, audio and all other forms of media presentation, as well as processing of the materials (pictures, texts, video recordings) with the installation online from a computer of Editor in chief from its offices within his own home. The technology of new media has big effect due to its impact on the existing journalism. The way in which an endless number of public and

commercial media change is more important than the emergence of citizen journalism or independent blogosphere. Together, they offer the opportunity of transformation media for news - towards more open, trustworthy and useful forums for information and debate. As news becomes non-linear and with open sources, it changed journalism and still changing of it. This is more than posting comments on the blog or send photos to a Web page. The claim that the traditional media are exclusive champions of the authority, objectivity and quality will be resetting without stopping.

Social media, Web 2.0 and Information / News

It comes to tectonic disturbances in the media industry, not only in the inside of the news, and mostly because of extending of the access to social media networks. Mass media are the past. Today is all in and around the personal media. In the old days a reporter had the lead and he was given the task to search for the story. Today many stories are coming from *third-hand* through the posts on Facebook, Twitter and / or Linkedin, so that already by the time the story to be assigned reporters, the story within a specific shape or something different exists within the universe of social media. Reporter at the time has to take into the consideration mentioned and find the angle of the story that has not yet been the subject of stories and / or presentations. The notion of exclusive or breaking news, lots of hints or announcement which lead us to a story today are from the Web or what's *trending* in social networks such as Twitter, Facebook or accompanied by his popularity on Digg (http://digg.com/) or what is the volume-based model search in search engines such as Google and / or Bing. This, of course, is radically changing the industrial concept of what exclusive or breaking news are. Journalists have been asked to speed up the traditional press process because people today are looking for information in real time - at the time of the event. People want to have information immediately upon receipt by the media and journalists. So it's a big risk *to sit* on the story until it is completed because we are losing exclusivity which will be taken by the side of media competitors or even worse, be duplicate and slowed by the public. Today it is necessary to give the audience pieces of information at the time, immediately after receiving the information. No even one media can no longer afford to wait. Out of what reason? Traditionally, the media have competed in exclusive against each other, but today, if media wait too long to publish story, it runs the risk of loss of exclusivity because of amateurs such as bloggers, journalists-citizens and tweeters. Social media networks such as Facebook and Twitter as well as Web 2.0 applications such as blogs and Google have been turned upside down and changed the industry of the news and journalistic practice. They presents are phenomenal opportunities, but also great risk tiled with errors. Challenges of social media and Web 2.0., which were thrown on the management of the media and journalists are something that has not been seen before. The boundaries of entering into the world of information are lesser for everyone with a computer, iPhone or iPod, because everyone can be his/her own publisher. All with the above arrangement can write a blog, tweets and/or post on Facebook anytime and anywhere.

Forecaster of future technologies, futurist Paul Saffo (2005) wrote "...Blogging, chat groups and adding comments to online articles are obvious examples, but just the beginning. In the TV era, it was hard, if not impossible to participate, but now in the new world of personal media, the exact reverse it the case: it is hard to merely be a bystander…" Let's take an example

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the show OPEN (orig. OTVORENO) on HRT1 (http://www.hrt.hr/enz/otvoreno/) which is broadcast every day during the week, except Friday, Saturday and Sunday in the late evening hours. Besides the participation distinguish guests with merits who analyze the current political and social issues, equally important reflection in participation has the comments, with the written name and surname, from Facebook and Twitter, which are TV presenter represent on the big screen during the show.

Double benefit: the satisfaction of human vanity to participate in the show, but often very good comments on social events. Just look at the example of Google and Facebook from 2015 and compare visitors towards them from April 2011 to October 2015 (in millions) where statistics show that the most visited sites in the USA are just mentioned. The figure below shows comparing relationship between Google and Facebook, as measured by the number of monthly unique visitors in the millions. Until October 2015 Google remained the most visited web page with more than 186 million visitors (Nuttall, Gelles, 2010). During the same month, the social network Facebook has accumulated nearly 163 million unique visitors.
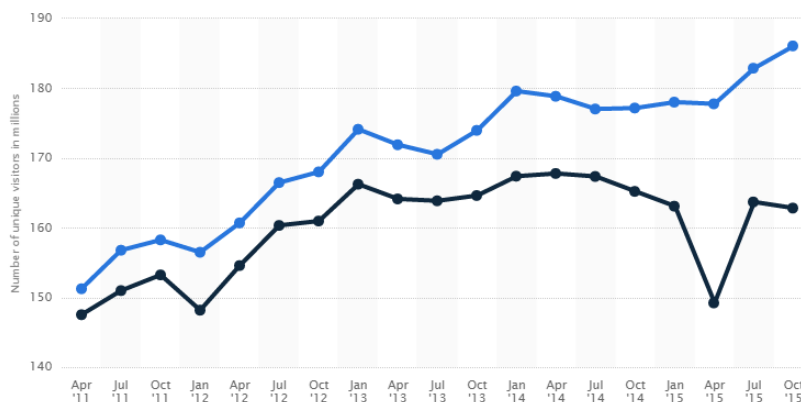

Figure 1. Comparison of unique U.S. visitors to Facebook and Google from April 2011 to October 2015 (in millions), Statista. The Statistics Portal(www.statista.com)

And, what the mentioned one tells us? Maybe that the Web is becoming more sociable than searched, and vica verse, or most likely both fulfilling the promise of the Internet oriented towards connection of the world. One is really sure, the balance of power is changing. Media organizations no longer have a monopoly on journalism. The face of competition is changing. In less than a decade, Google, Facebook and Twitter to compete with The New York Times, Guardian, CNN and the BBC as a new drain valve for news. Not to mention the web site in this region of Former Yugoslavia such as: Klix, Blic, Index (Klix.ba for Bosnia and Herzegovina; Blic.rs. for Serbia and Index.hr for Croatia), etc. that really try, and often succeed, to be faster in the race for information. Therefore, the traditional media have to adapt, from creating of their own Web pages up to the information related exactly to WWW and the mode of transmission of the news.

Social media are disseminating information verbally, but on steroids

For example, the news of the death of Michael Jackson in 2009, was placed across Facebook and Twitter users long before it has been made by the main news agencies and networks, or when the UCLA Medical Center officially announced the news of the death. Social networking sites, search engines and web site news informed on a huge number of visits to their sites during the first hour when the news was announced so that even individual pages are "turned off/fallen" or it was impossible to approach them online. This one news showed how news are consumed and how the news are spread within social media, how far can reach and how fast. *In the sphere of social media, news is information transmitted orally, but on steroids*(Alajeandro, 2010).The news does not know borders. The death of Michael Jackson is now used by media guru as an example from the book on how social media can skip gap between traditional media and consumers. The above mentioned proved that the role of the so-called gatekeepers does not belong exclusively to journalists but to participatory culture of social media where is more about the participation of the audience/public. Then comes the demolition of the wall of journalism that separates readers from journalists. Now there are well-known sources where people are precisely the ones who shape the news as opposed to the old way of shaping the news by conventional media. News (information / knowledge) that were previously far-flung from top to bottom now can be far-flung from the bottom to the top. The audience can now say which news are important to them and to what level of participation they want to be included whether they are watching or listening to the TV, the radio or to go online or answers over mobile devices or to tweets, posts on Facebook or to placed online video on YouTube channel and on any device they want and where they want. On the day and hour while you are reading this paper (and it is non-stop changing) it is growing continuously in Real time on the Web page of *Internet live stats* (http://www.internetlivestats.com/)... What? Just click on that link and you will be told.

The Fifth power and Journalists - citizens

If the press (newspapers, journalism) is the Fourth power, William Dutton from Internet Institute at Oxford appoints social media as the emergence of the Fifth Force. Quoted in the Working paper of Nic Newman (2009), former Regulator of BBC media future, Dutton... "…argues that we are witnessing the emergence of powerful new voices and networks which can act independently of the traditional media. He has termed these developments the emergence of the 'Fifth Estate': *Highly 'Networked individuals' (helped by new platforms like social networking and messaging) can move across, undermine and go beyond the boundaries of existing institutions. This provides the basis for the pro-social networks that compose what I am calling the Fifth Estate....* ". That is what exactly the title of this paper is related towards: The transformation of the new communication media within the frame of interpersonal interactions "aiming exactly what has been told by William Dutton. A good example is the case of "citizen journalists". According to Dr. Alex Burns, an experienced lecturer from the Faculty of Creative Industries of Queensland University of Technology in Australia, journalist-citizen primarily acts as a "watchdog" and corrective to the main stream of journalism. He said *that participants act as gatekeepers, observing and analyzing everything that passes through the gate of publishing within the media industry and other official sources, and emphasize the interesting and relevant news for their industry* (Bruns, 2016).

On 7.7.2005 within six hours of so-called London Bombings, the BBC received over 1,000 photos, 20 copies of amateur videos, 4,000 text messages and 20,000 e-mail messages. The former head of the BBC World news, Richard Sambrook wrote (2005): "...*people were participants in our coverage of events in a way never before seen. By the next day, our main evening news on television began with the package fully submitted by viewers ...* "Today, 30 journalists are working on UGC (user generated content) to process information, photos and texts that come from the public. CNN also has UGC page, but branding is allocated. I Report is the section of CNN where stories, texts and videos are put online and they came from the audience/public (http://edition.cnn.com/search/?text=ireport). Another event that made the next breakthrough over the social networks was the earthquake that destroyed the city, with a magnitude of 7.9 in Sichuan, China, in May 2009. The BBC and other media in the world has received the news of the earthquake in China via Twitter. Tweets arrived a few minutes earlier before the American (US) Geological Institute put the information about it. In addition to citizen journalism, there is another trend within the development called *networked journalism*. It is a process where public knowledge is being "excavated" in a way that adds value to the community.

Charlie Beckett, author of Super Media, describes it as *"... journalists continue to report, edit, and pack the news. But the process has a continuous part. Networked journalist is changing from gatekeeper who delivers to the leader/presenter who connects*..." (**Gamela 2008)**. Let's take just an example of how the Guardian newspaper asked of the public in the UK to help them to cross link over a thousand documents and assist them in presenting the public the Members of Parliament in the scandal of costs in 2009. A little bit later the Huffington Post's "Of the bus" in 2012 in coverage of the first presidential debate has cooperated with citizens-reporters to adequately media cover of the mentioned. The pioneering effort has shown a new way of collecting election news through combining information from professional journalists, as well as from amateur-journalists which has shown the way towards editorial diversity. While some of the independent web pages that have experimented with PRO_AM (Professional_Amateur) model as it was the Assignment Zero, cooperation between Wired.com about NewAssignenent.net failed, there are several networking of citizen journalists who still survive as it is online newspapers Broowaha.com in the United States. Or initiative as of 08.11.2015.g. "Be a citizen-journalist" - so called: Ladder initiative that brings together about 50 citizen journalists from 35 European countries (http://www.jef.eu/activities/projects/ladder-project/). But no one is more successful in exploiting the potential of an open source model of CIT_J(Citizen_Journalist) as it is Ohmy News in South Korea and has been very influential in determining the outcome of the South Korean presidential election in December 2002 with an election of Roh Moo Hyun for the President. Today Ohmy News has an international version with collaborators from around the world.

Social media and the practicing of journalism

Industry of the news is continually changing and trying to keep up with Web 2.0 technologies that have appeared over the past decade as well as keeping up with new ones that are warming up. While the network of social media and Web 2.0 applications opens new

opportunities for industry news, they also raise the possibility of a professional crisis among journalists and media organizations (Journalists remain critical gatekeepers during crisis, 2016). For journalists, the new equation has to do "a lot more with a lot less." From reporter today is asked today to put the stories on many different platforms - television, radio, print media and online. For journalists in today's media landscape, it is necessary to have a multitude of different skills. When we speak about the editors, a multitude of new developments are present. New items like "Social media editor" (What Exactly Is a Social Media Editor/Manager? 2010) or "Community editor" were and still are created in the newsrooms. In May 2009 The New York Times has hired the first editor for social media to develop the use of social media networks and publishing on the platforms also to improve journalism in the New York Times and in appropriate way deliver to the readers. Also, seven years ago Sky News in the UK also appointed assistant for Twitter, whose main responsibility was to cover the breaking news. BBC also has also appointed the first editor for social media at the end of 2009. His job is to help the team BBC reporters and producers to engage more proactively within the social networks. Twitter is one of them, as the collection of news being in the same time a distribution channel for journalism (Bunz, 2009). This giving of the birth of editors of social media in the newsroom has asked a question about the future role of the editors: whether they will soon do less journalism and more check the facts? Will they be in fact degraded down to the authentication and monitoring of trends within social networks such as Facebook, Twitter and similar? For media organizations, harmonization (convergence) is a common strategy. There is a growing realization that simply "you" cannot do everything alone. One media outlet opening *cannot service all rivers of information* within the sphere of social media. Therefore, it is in front of us the plenty of partnerships. For example, Facebook and CNN team were united for "The debate of candidates for the presidential candidates on behalf of the Democratic Party in the USA" in 12.12.2015.

News aggregators

But other real competitions for traditional media are news aggregators (Price, 2015). There are many different news aggregators – the one led by such giants such as Google and Yahoo are based on the interaction of readers such as Digg (http://digg.com/). Google News also collects short pieces-dashes from the news from their official pages, and make them available via the search function. Others such as huffingtonpost.com and thedailybeast.com provide aggregation in addition to original reporting and comments. The Huffington Post, today already in circulation online within a decade, is a viable threat to the old and long-established Washington Post as a Web page with an attitude and the news. But not everyone accepted these tectonic disturbances. Rupert Murdoch accused the news aggregators, including search engines online that they are exploiting the Internet (Harris, 2010). He wanted to introduce a "paywall" for its news web site and rejected critical fears about consumers who are used to download free content from the Web page – which they are not willing to pay for it. Murdoch then, back in 2010, believed that Internet cannot retrieve news and stories without compensation and those consumers can change their consumption habits. He was quoted *"When they (consumers) have nowhere to go to pick up mentioned, they will start paying."* And so, from 2010 content of the online page of Wall Street Journal and the Times is no longer free of charge. Industry of the news is in the period of transformation where the old system of media disappears and the new

buds. The time is in front of us when the culture of passing viewing is behind us and a participatory culture is building up and where the society previously conditioned and stuck to traditional media is going away and we get a much more complicated media landscape. This is a time where citizens have the power to control the media technologies and tell own stories as a strong, innovative and creative. This is the time when our social, technological and cultural ways of life are intersecting.

TWITTER: The new "drain hole" for news media of the future?

Four researchers from South Korea from Korea Advanced Institute of Science and Technology's Department of Computer science have conducted interdisciplinary analysis of Twitter and how it works (Kwak et al, 2010). A group of researchers wanted to find out whether Twitter is just a social network or drain opening to the media *per se*? Haewon Kway and his associates Changhyun Lee, Hosung Park and Sue Moon were built by a group of twenty personal computers in order to apprehend the content network of Twitter during one month, in July 2009. Haewon Kwak gave an interview to Jennifer Alejendro in 2010 and on the basis of his empirical research, Twitter redefines and to some extent increases definition of media news. According to his team, as written by Jennifer Alejandro, the role of the traditional news media play in the traditional manner within the Twitter status. Moreover, on the basis of their findings, these new statuses are more powerful, and the reasons are twofold.

One is the Motivation:

Some research suggests that the different motives lead from different levels of attention and show that the motivation to get to the information for a personal or social usage leads to the greater cognitive involvement. Twitter users actively follow others and subscribe freely on their tweets. Also, they can unsubscribe whenever they want. In other words, users of Twitter active and with self-initiative are choosing a subscription and choice to their favorite sources of news / information and motivation to read tweets such as obtaining information or entertainment is stronger only than the time that passes, which we use as a time for relaxation while relaxing with computer online.

Second one is the Format of the news:

Research has indicated within discussions that for the political careless citizens, short, so-called short-term news are more effective than traditional news. Both, however short messages (Tweet) and social interaction (re-twitting) among users put customers in front of a lot of other news sources. In this way, Twitter can be an effective medium for the dissemination of political messages. From the both of the above mentioned observations, Kwak as a whole reflects how accounts / profiles with news on Twitter have more power than traditional media news / information (How to Find Twitter Twits to Retweet Your Tweet!, 2009). Re-twitting, when it has been done by ordinary people, according to Kwak, just their voice can be louder on Twitter, and it can also be "heard" by a side of few hundred thousand people. Twitter effect (Harner, 2011) is

defined as the rapid spread of information (Matthew Arnold described journalism as "literature in a hurry") through the Twitter micro-blogging service.

Twit can spread like tree branches endlessly and reach a large number of Twitter users. Pingdom, a company that monitors the availability of Web page has proposed this formula (Dawn of the Twitter Effect, 2009): The Twitter Effect formula = (Original tweet * followers) + (retweets * followers of retweeters) + (retweets of retweets * followers of those), and so on. In ten years since the start of Twitter has become a very important tool for journalists. When breaking news appears anywhere in the world, *Twitter people* quickly agree on putting labels (tagging) which organizes the label content (hash mark) of the material and brief word about it. Once you have a "tag", then you can use the browser on Twitter to filter all except these twits who have intention to comment about or report about the event which is transmitted through the news. One such event was when the plane crashed into the Hudson River in New York in 2009 (US Airways Flight 1549, 2009).During that a dozen *Twitter people* began sending twits about a possible plane crash on the city, and the news spread like wildfire across Twitter sphere. Indeed, users of Twitter are placed news of the incident fifteen minutes before the *mainstream media* inform viewers and readers about the crash. The first recorded Twit of the plane crash came from Jim Hanrahan, or Manolantern, four minutes after the crash, he wrote. "I just watched a plane crash into the Hudson river in Manhattan (Beaumont, 2009). Twitter, as I underlined, is micro-blogging service. Text messages known as "twitx" are limited to 140 characters. Since its launch in 2006 gaining popularity around the world and media companies have been quick to study its options. The numbers presented by Com Shore show 73.5 million unique individual users registered on Twitter in a month - January of 2010. Today, 2016, in the first quarter of 2016, as the latest analyses, we have 310 million active individual Twitter users (Statista, 2016).

Back in 2009 co-founder of Twitter, Biz Stone commented that he was also surprised how fast and professional media organizations such as the New York Times, CNN and others, started with using of Twitter: "*They jump on it immediately and we were impressed with the way they have been engaged within it, as well as their hybrid approach. Reuters, for example, has started monitoring Twitter because of trends, and it turned out that it was worth it. We help, gave support, and even the API (Application programming interface) for people from Reuters laboratory. Then CNN started using us for the access to information, and to find and create news, reports. Rick Sanchez from CNN, for example, uses Facebook and Twitter to receive feedback in real time while the Los Angeles Times took the information from Twitter and posted on its official web page*"(O'Connor, 2011).

Traditional media exist for "authoritative" source of news, for those who provide more detailed and "deeper" look towards the information. According to Kwak, those who are on a good social status still read newspapers and watch TV news, and because of that framework of traditional media remains important. However, for many people, traditional media are considered as "additional" means to obtain information. They prefer Facebook and Twitter in relation to traditional media. To solve this problem, the Korean group, which I have previously stated, recommended that traditional media strongly connect with social media such as Facebook and/or Twitter, which, of course, in the meantime, has happened. There are no more media on the planet

which does not have a Twitter and / or Facebook account online. Today is very difficult to find Web 2.0 technology (social media networks, blogs, micro blogging and podcast (POD or Playable On Demand), and that it is not covered by the media companies. If the essence of Web 2.0 technology is sharing and organizing, the essence of journalism is to be the voice of the community and therefore is the journalist role to adapt and adopt the journalistic value to the environment of social media in order to better serve the public interest? Geneva Overholser, director of the Annenberg school of Communication and Journalism at the University of Southern California thought that it was so: "Those of us who put ourselves into what we know that sounds ethically and it is essentially a civil model of information gathering and dissemination of information is to find a way to stay within these discussions - whatever we call conversations between us. Our job is to take care about the public interest" (Overholser, 2009).

The future of the news

Who are the journalists of the future? And is there still journalism exist? Journalism is not dead but evolves and journalists of the future again have to re-shape and re-invent themselves. What does that mean? Geneva Overholser of the Annenberg School of Communication and Journalism stresses the need that journalists should adapt themselves: "*Too often, it seems, for those of us who build community through our journalism seems to assume as "how dare they" behavior towards those who build community through social media. We have to overcome that. People today are much more powerful today as consumers and shapers/creators of the news. Less noisy journalists applaud to this development, but if we do not do that we will be left behind until we fade into insignificance*" (Overholser, 2009).

Like it or not, the journalist of the future must be more focused towards technological common sense because news agencies / media companies will be a digital-centric. Just look at the "Arena ideas - Future of News" on the Web page of the Economist on the day 15.07.2016... and we will see the titles: "The Foxification of news"; "Our guest panel debate on the objectivity of news"; "Should news organizations always remain impartial?"; "Julian Assange and new wave"; "The last of the moguls"; "People formerly known as the audience"(http://www.economist.com/ideasarena/news).

The titles speak for themselves. But the technology has not changed the need for shaping of the story. The story / news / report must be well-written, factually confirmed with confirmation from credible sources such as journalism is within its essence. But digital tools offer new ways to tell a story and Web 2.0 provides distribution platforms with which nothing can compare. Digital contents which can be deliver anytime, anywhere, to anyone on the network of social media, television, radio, mobile phones or even tablets are intended to become the future of the news (a little bit of that future we already lives today). What does this mean for journalists? Juan Senor, partner of the company Innovation Media Consulting and visiting professor on Journalism studies of Reuters Institute says (Alajeandro, 2010:36) "*that journalists have to master new skills in the following:*
- Multimedia (photos, graphics, video)
- Adobe Flash (graphics software)

- Editing of the video (Adobe Premiere, Apple Pro)
- Digital storytelling (shaping story with info-graphics)
- Journalists will have to learn to work with a team of info-graphics or with a team of visual design news / information in order to once again re-inventthemselves in the storytelling on digital platforms."

New workflow - the new work habits

Javier Zarrachina, graphic editor of Boston Globe newspaper said, "*We need a multimedia newsroom to create content for new formats*" such as tablets (Alajeandro, 2010:36). He also suggested the need for new working-sequence - work habits in the newsroom where the so-called *Macro editor* will monitor the Team of "developer of the codes", editor of social media and reporters.

The latest information on day 14.7.2016 from laboratory of Boston Globe newspaper provide evidence of further development of the transformation of the new communication media in the context of interpersonal interaction (http://lab.bostonglobe.com/):
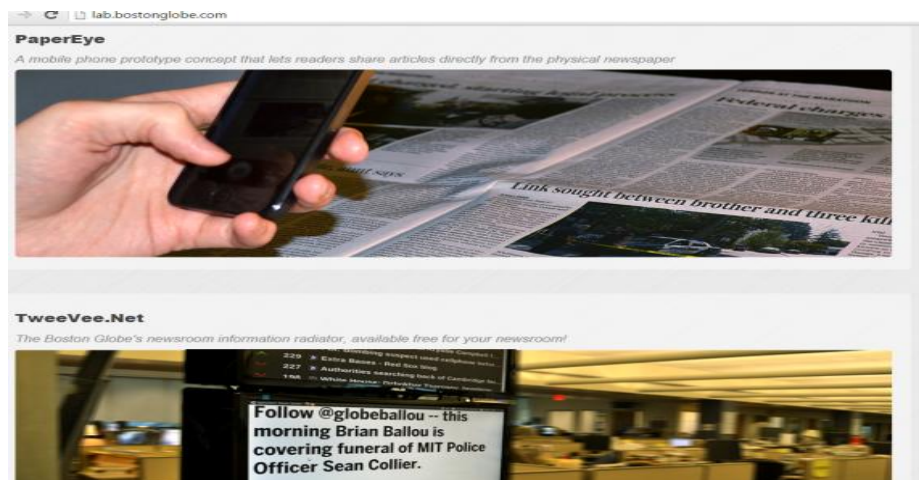

Figure 2. Examples of transformation of the new communication media from GlobeLab.
http://lab.bostonglobe.com/

On the photography above is a mobile phone - a prototype of concept which allows readers to share texts directly from the print media - the video shows: https://vimeo.com/31859076 as well as the Boston Globe Information radiator via Twitter: http://lab.bostonglobe.com/2013/04/tweeveenet.html .

Newsroom of the Future: Completely integrated with multi platforms

Having in mind that is required transformation of the new communication media, journalists, and because of the newsroom where journalists work as well, might look like it is on

the photo above, and given that there are many different interpretations of this concept of fully integrated newsroom that can be found on the internet - of course, I am just presenting the one of the latest - for large media companies, it is a reorganization of the editorial board, while in the same time the realization of the transformation process is going on (The Newsroom of the Future, 2010).

Figure 3. A Modern Newsroom (Samaniego, 2009)

Media strategists suggest that the newsroom of the future should include the following elements (Samaniego, 2009):

- Departments currently involved in the newsroom such as the unit for collecting of information, the production of news and graphics units, etc.;
- Hub or Super Desk with the administration, which is "visible, accessible and responsible";
- Graphic Desk, located next to the super desk, producing visual information – graphics, photos etc.;
- Radar Desk that is monitoring the information flow via technology;
- Community Desk intended for monitoring, moderating and integrating various kind of information from audience, like comments, opinions, pictures, videos, tips;
- Assignment Desk that is responsible for planning and assigning resources, managing and coordinating functions of correspondents, reporters and photographers;
- Mini TV/Radio Studios intended for news updates;
- Hot Desks that is liable for the contributors and freelancers who need occasional desks as the modern newsroom maintain a less permanent staff;
- Other Possible Elements, like a Meeting Rooms, a Public Gallery &a Conference Rooms, an Innovation Desk, Digital Walls etc.

The future of newsroom referred to as David Arkin writes that 2015 has been filled with learning of different areas in newsrooms. Greater use of video, changes in the collection of information and the continuous evolution of mobile devices. He distinguishes five key areas and the lessons learned for the future of each of these: video, enterprise, social media tone, analytics and mobile (Arkin, 2015).

- In VIDEO - it has been given a video technology called Tout which allows newspapers possibility to create a video on the scene and upload it right there and by doing that put more tools in the hands of reporters that they can use as part of reporting process.
- In ENTERPRISE – creation and production of journalism that matters and by doing that do the big stuff.
- In SOCIAL MEDIA TONE – interaction between producers and customers of the news and vice versa – by doing that adjusting their tone (tonality) for the benefit of all – through two-way conversation approach.
- In ANALYTICS – should be used to guide planning of the newsroom to be very digitally focused and/or coverage focused (Parse.ly – real-time analytics tool) and by doing that, through the interaction of digital editors and reporters through filtering and choosing proper data for the story.
- In MOBILE – it is overtaking desktop and mobile feeds are the future and by doing that, through picking of the right format reporter has to have the mobile reads at the forefront having in the following critical point – both on the content approach and the tools that are in use.

Does journalism still means anything and/or something?

"The media revolution is the" industrial revolution" (Swartz, 2015). Within the center of this revolution is the growth of social media (Richter, 2012) and the explosion Tablet PC which leads us to the transformation of the new communication media in the context of interpersonal interaction and brings us new customer requirements with new waves of information gathering as well as distribution of information. Naturally, the newsroom/editorial boards are transforming itself and journalists moves from one mode of work into another, because it happens a cultural, social and technological changes.

Journalism is not dead but merely adapting, transforming itself along with the transformation of society as a whole. Journalists of the future must "restart" themselves into a new, innovative way adapted to the present time and have more to worry about "where their audience is and how to reach their audience" (Benkoll, 2015), regardless of whether they are online, in print, in the public broadcasting program of radio and television, or on mobile devices or on social media platforms. It is hoped by the practitioners themselves directly involved in the media sector that values will be preserved and proved "*accurate, proportionate and fair, within the value of investment of time by journalists, and that is extremely valid of acceptance by those who speak through social networks. It would be useful, too, that journalists should emphasize the involvement of a wide range of voices*" (Overholser, 2009).

An exciting time lies ahead of us (Conclusion?)

Quality journalism has always been focused towards networking because the best journalists/reporters always listened, discussed and explored (Beckett, 2008). It is still a lot to learn in front us to learn and we are still in the early days, though ten years have passed, for the experimentation. The changes are happening with a speed of light from 2000 when it comes to technology, but it inevitably leads to cultural and social change within each society, because every 12 hours world knowledge will double (Egelhoff, 2014). The rapid development of technology must not be seen as a threat to traditional mass media and we, as media professionals, must transform, thrive and develop in accordance with the above. We must, instead follow-up - aimed towards the audience in the world of personal media - offer digital narratives and flexible experiences of the news itself to allow users to share between them at the same time while participating. For a long time the conversation between the mainstream media and the audience was one-way, during the early days of the Internet. It was the Web 1.0. Nevertheless, due to Google, Facebook, Twitter, YouTube suddenly the audience becomes a direct participant communicating and by doing that giving feedback. We were just at that stage now, the phase of Web 2.0 and the next five years (who knows, maybe earlier), we will testify next change within the time of Web 3.0 which is announced on this chart by the side of Nova Spivack (2016):
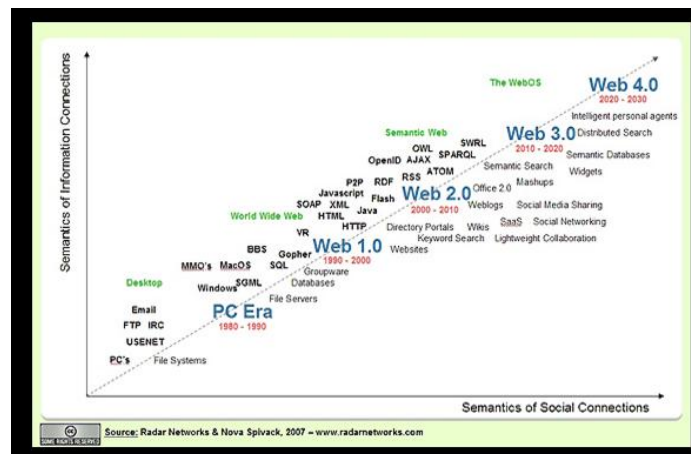

Figure 4. Semantics of Social Connections (Spivack, 2016)

Web 3.0 is what technologists call the Semantic Web: "*The Semantic Web is a technology that may play a key role in the development of information technology in the coming years. In a similar way it is done the classic web made documents and multimedia content available to humans, the semantic web is supposed to various data makes available for the various software components, in order to eliminate some gaps and expanded scope of the web…*" (Milivojević, 2009). On that new Web – it would be able to capitalize on the discussions because this new technology will allow participants conversations to better understand the customer audience within the multi-platform environment. Using the "digging" within the data, so-called *Mining*, common algorithms, software with predictive analysis and intuitive applications or so -called "Apps" knowing the audience and their behavior in a certain form online and on social networks - this will be the basis for future business models for media organizations and their advertisers.

The more time people spend online, the more likely it is that time can be cashed. Web 2.0 prepares the way and it paves it for the Web 3.0 world. At the end of December 2015 webOS 3.0 is announced for the beginning of January 2016 by LG for TV receivers (Grbić, 2015) which confirm the sentence from Neal Mohan's from 2010: "*The world of online will be increasingly adapt to us and what we are and what we care about and will be interactive in a way never before*" (Fallows, 2010).These are challenging but exciting times in which we live, work, or will be transformed along with the media that are we using within our own appearances. Both, social media and journalistic practice as well are going through a revolutionary phase.

For how long? Nobody knows and we can only guess. Technological innovations and changes are happening so fast, and the media industry is in a race to withstand the unprecedented pace with time. If today certain Web innovations might interfere (for now) all (as, after all, all innovation always do), this turnabout is essential - cathartic change from which will come to the surface better media industry, but the new (why not hybrid kind even) form of journalism.

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